

Fundraising

FUNDRAISING

Raising money in different ways to fund action on a specific issue. The money may be for another person/organisation to do the action. Fundraising may include street collecting with donation buckets, donation boxes in specific locations, fundraising via an online platform, getting sponsored or sponsoring those doing an activity (e.g. run-a-thon), competitions and raffles, selling goods/experiences at a fair or stall, charity event/concert/dinner. *Examples: Givealittle fundraising website; World Vision 40 Hour Famine; Selling fundraising chocolates; Coin collection boxes at supermarkets; Food stall or sausage sizzle.*



Improving their school, Albania

"From the outside, our school seemed like an old building, neglected and abandoned," says Endri, aged 18. "This yard used to be full of mud, making it very difficult to get to class, especially on rainy days."

For the first time in the school's history, a group of students from the Impact Club ran a fundraising campaign. First they approached their parents, teachers and other community members and raised about NZ\$1500! Then they asked World Vision Albania for help and received about NZ\$4500.

Parent volunteers installed benches and paved the school yard. Student volunteers planted trees and flowers. "We thought it would be impossible, but here we are in the yard we dreamed of and worked for," says Dionis, aged 17.

Photo: Linda Karameta / World Vision

TIPS FOR TAKING ACTION

Fundraising – choose the child rights action, group or organisation you wish to support, choose your target audience and suitable fundraising activity, plan how to do this most effectively, promote activity to attract helpers or participants, prepare appropriate resources/gear/guidelines, do fundraising activity and report results, fund chosen action.

Skills focus: promoting, organising, fundraising.

Questions to make your fundraising worthwhile

- Are there enough people in this location, e.g. at my school, to make this worthwhile?
- Do people want to support this and be involved?
- What are the expected (and unexpected) costs involved?
- How can we make as much money as possible from this?
- How will we keep any cash secure to prevent loss or theft?
- How can we raise awareness about this issue at the same time?
- How much organisation and effort will be involved compared to the amount we expect to raise?
- Can we realistically do this? Do we need help and who can we ask?
- What activities have we seen or done in this location that worked or didn't work well?
- Do any other groups already run these kinds of activities here?
- Does this type of fundraising connect with the action we want to support?

Main features

May vary for different actions.

- ✓ Personal & emotive
- ✓ Persuade
- ✓ Behind the scenes
- ✓ Aimed at the public
- ✓ High personal involvement
- ✓ Action

Social action continuums
(Student sheet 1)